14 June 1968

MEMORANDUM FOR: Mr. Louis Schwartz

The White House

SUBJECT

: Agency Input to Report on Public Affairs Activities Concerned with the Paris Talks

Per your 12 June request, we have outlined below the Agency activities in the fields on which you are preparing a combined report for submission to the President.

25X1

	(a) At the request of USIA, the
25X1	to support both the
	U.S. and GVN position in Vietnam, was intensified in
	February 1968 and has continued since the inception of the
•	Paris talks. Following the President's 31 March speech,
	world-wide guidance for was approved by the
25X1	Department of State authorizing the continuation of the general
	propaganda lines, but stressing that the talks were not to be
	considered in this context. The approach employed was
	designed to avoid jeopardizing the prospect that talks would be
	held or, once talks were begun, adversely affecting their
	conduct. An essentially positive attitude toward the talks was
	adopted, avoiding any implication of DRV insincerity in its
	response to the President's appeal.
25X1	
23/1	(b) approved by the Department of
	State are sent to all Agency components (world-wide) on a
	monthly basis. (The most recent one dealt with the NVN
	presence in South Vietnam.) These are then re-configured
	to suit specific or

MORI/CDF

25X1

the themes that the U.S. is following in its Vietnam policies and its position in Paris. 25X1 cc: ADDP Special Assistant for Vietnamese Amairs Distribution: Orig. & 1 - Addse. 1 - Paris Peace Talks			25X1
in discussing issues which bear directly, or indirectly, on the Paris talks. The overall tone of coverage of the Vietnam issue in newspapers, magazines and other media has improved substantially during the past four months, particularly in Europe. While it is not possible to gauge precisely the extent to which credited for this improvement, we believe they have contributed to this improvement. During the early part of 1968, articles favorable to the U.S. position in Vietnam have been distributed for world-wide replay. Exploitation of recent NVA high-level defectors has stressed the aspect of the North Vietnamese presence in the South as well as the deterforation in enemy morale at a more sophisticated level than that of the average railier. Efforts to document NVA activities in Laos include film coverage now in progress for TV outlets around the world. Attention given these themes has improved as have been supplied better documented background material at a time when their audiences have become more sensitive to the issues as a result of their being tabled by the U.S. negotiating delegation in Paris. 25X1			
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